**GRA 4197C  Visual Systems**
Fall 2023, 3 credits
School of Art and Art History, University of Florida

Instructor
Seojoo Han, hans1@ufl.edu
office landline (352) 273-3064

Section 1
M/W (11:45am–2:45pm) FAC 0314
Final exam: 12/12/2023 (3–5pm)

Section 2
M/W (3–6pm) FAC 0316
Final exam: 12/11/2023 (10am–12pm)

Office Hours
FAC 123 (or ufl.zoom.us/my/sjhan1)
Tuesdays 10:00am–12pm
or by appointment

COURSE CATALOG DESCRIPTION

Self-directed complex and integrated design projects. Prereq: GRA 3198C(Image Form Meaning) and GRA 3194C(Technologies and Processes) and Graphic Design major of senior standing.

COURSE DESCRIPTION

Visual Systems in Graphic Design is a senior-level design studio where you will explore what it means to actively build multi-faceted design systems. This studio is made up of self-directed, complex, and integrated design projects. Students will learn and develop tools and techniques to move through the design process with intention and purpose.

Students are encouraged to engage in an open-ended process of creating in which topics and potential outcomes are discovered through thinking and making—not given by the instructor. Students will be also asked and encouraged to create work that is rooted in personal interests and to push their technical and intellectual boundaries. There is value in being experimental; failure is okay as long as we are learning. Patience, self motivation, flexibility (an open mind) and the will to explore multiple methods of making are crucial for a complete experience in this course.

While the work students make will prepare them and their portfolios for professional practice, students will also be asked to think about the current and future design field, social issues, and the role of the designer in social problems. Students will begin to identify and express their goals and values as it relates to their personal practice and visions of the future.

COURSE OBJECTIVES

– To demonstrate independent modes of inquiry that execute thoughtful design agendas
– Explore the application of cohesive ideas across media platforms to create visual systems
– To articulate and publicly communicate the trajectory of work developed and documented throughout the semester
– To cultivate a supportive and collaborative creative environment
– To explore the role of the designer in contemporary design practice and to identify post-graduation goals
– To develop self direction and time management skills

GRADING & EVALUATION

Students will be evaluated on strength of work and positive learning attitude (ability/willingness to accept critical feedback and improve work accordingly, timely submission, degree of visual and conceptual literacy, quality and depth of ideas/critical thought, and the appropriate, experimental application of your thinking/criticality in completed work) and contributions to the studio culture (participation in discussions and critiques).

70%: 2 main semester projects (grade based on participation, process work, documentation of process, and the final presentation)
30%: reading, writing, and group discussion

Scale: A 100-95, A- 94-90, B+ 89-87, B 86-83, B- 82-80, C+ 79-77, C 76-73, C- 72-70, D+ 69-67, D 66-63, D- 62-60, E 59 and lower

REQUIRED TEXTS
There are no text books required. I will provide links to all readings, videos, and case studies…etc.

PLATFORMS
You will all be required to set up and have immediate access to these platforms during the semester:

Canvas: For storing any and all course materials and instructions, submitting assignments, grading, and communication.
Adobe CC: Discounted for Students *Adobe CC Discounted for Students is a special UF student pricing on a one-year subscription to the entire Adobe Creative Cloud Suite. To purchase your Adobe CC Discounted for Students subscription, please log in at https://portal.helpdesk.ufl.edu and if eligible to purchase click on "Eligible, take me to OnTheHub" button. The service will run for one year from the time the software is activated. Distribution is provided by Kivuto/OnTheHub who is an authorized distributor for Adobe not affiliated with UF Computing Help Desk.

MEETINGS
This is a face to face in person class, unless otherwise stated by the instructor.

ATTENDANCE POLICY

In class time is critical, and attendance is required. You will have an allowance of three(3) unexcused absences. On your forth(4) unexcused absence, your final letter grade for the class will be lowered one full letter (10% of the total points for the semester). Your grade will be lowered by half a letter grade (5%) for every unexcused absences after your fourth. More than 6 absences of any kind equals automatic course failure unless we make documented accommodations in advance.

To receive an "excused" absence, you must do one of the following: 1. Notify me before class begins that you will not be able to attend class 2. Notify me after class begins and provide official documentation of a university-sanctioned reason to receive an excused absence. Military service, varsity sports travel, and illnesses are common excused absences when documented by a written note from a commanding officer, coach, or doctor.

Regardless of the type of absence, you are still required to complete assignments, so it is vital that you contact me as soon as possible to discuss your options. It is your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you'll find these by visiting: https://catalog.ufl.edu/graduate/regulations/

TECHNOLOGY, FEES, AND EQUIPMENT USE

With questions related to your computer system and technology in the Graphic Design area, you can contact our Lab Technician, Michael Christopher (mchristo@ufl.edu). He can help diagnose problems and provide solutions.

MATERIALS AND DEVICES

In order for you to fully participate and meet course learning objectives, students taking graphic design courses are required to have appropriate hardware, software and access to the Internet. See this website for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students.

Because computer access is an institutional requirement, computer costs are designated as allowable costs for students who qualify for Financial Aid. Accordingly, Student Financial Affairs has added costs for access to a computer into budgets. For more information, contact your financial adviser in the Office of Student Financial Affairs directly.

You are required to have: - Adobe CC design suite - Access to a cloud-based storage platform - Your own laptop or desktop computer as required by the program, suitable for graphic design and production with appropriate RAM and storage capacity - Access to a digital camera - A dedicated sketchbook. At UF we have free access to the tutorial site, Lynda.com, which you can use to expand your knowledge of software for the course.

HEALTH AND SAFETY

The goal of the SA+AH Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of Florida's Department of Environmental Health & Safety (EH&S). The SA+AH H&S policy and handbook is online here.

Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are very limited health and safety risks with the materials we typically use for graphic design, be aware that materials used in other areas often carry risks.

It is your responsibility to store everything you bring in the studio safely. Do not bring in any materials that are hazardous or combustible as the graphic design studios are not equipped for this type of storage. Knowingly or repeatedly storing such items in the studio may result in disciplinary action and loss of access to studio space outside of class time as well as loss of storage space.

Also,
- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Do not use spray adhesives or do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- All users must follow the S+AH Container Policy (see the SA+AH Health and Safety Handbook online here.
- The GD Area policies prohibit use of hazardous materials, this applies to materials used in other areas. They may not be stored, ever, in the GD studios. Failure to adhere to these guidelines may affect your ability to use the studio unsupervised outside of regular class times.

ACCOMMODATIONS

I will make every effort to accommodate students who request and require assistance, in accordance with the American Disabilities Act. If you have accommodations through the university, please let me know.

MENTAL HEALTH + WELLNESS

If you need/want to talk about your mental health, please reach out. If you would like to speak with a mental health professional, which I highly recommend for every student, the school information is as follows:

Campus Resources
U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress. Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services. Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website. University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

Academic Resources
E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu. Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services. Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring. Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information. On-Line Students Complaints: View the Distance Learning Student Complaint Process.

UF POLICIES

Course Evaluations
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

Academic Integrity
Academic integrity means that if you use words, images, or ideas that are not your own, you must cite them. Claiming the work of others as your own is a serious breach of professional ethics and will result in a failing grade in this class. The UF Honor Code specifies a number of other behaviors that are in violation of this code and the possible

sanctions.

Honesty Policy
An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, you are expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code, here.

Accommodations for Students with Disabilities
Students who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, https://disability.ufl.edu/students/get-started/). Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Harassment
UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (http://www.hr.ufl.edu/eeo/sexharassment.html).

Disruptive Behavior
All member(s) of the University who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior. For more information, visit: http://regulations.ufl.edu/wp-content/ uploads/2012/09/1008.pdf.

Twelve-Day Rule
Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

Absences for Religious Holidays
Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure: http://www.registrar.ufl.edu/catalog/policies/regulationattendance

Privacy Policy Regarding Online Sessions (When/If Applicable)
There will be occasions when our class Zoom sessions may be audio-visually recorded for student in the class to refer back. Students who participate with their camera, engage or utilize a profile image, are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the chat feature. Although, at times, the chat will also be saved for future reference for the class. As in all courses, unauthorized recording and sharing of recorded materials is prohibited.


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TENTATIVE COURSE SCHEDULE
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Note: This schedule is subject to change.
Assignments and projects will be announced in separate sheet.

Week1:
8/23 (Wed)
Introductions, syllabus review, class survey
Assignment 1

Week2:
8/28 (Mon)

Sharing, 1:1 discussion
Assignment 2: project proposal
8/30 (Wed)
Sharing, 1:1 discussion cont.
Lecture 1
Reading/viewing 1

<u>Week3</u>
9/4 (Mon) Labor Day
No class
9/6 (Wed)
Project proposal/outline
Discussion
Exercise/workshop 1

<u>Week4</u>
9/11 (Mon)
Project proposal/outline
Discussion
9/13 (Wed)
Class presentation of project proposal/outline
Discussion
Reading/viewing 2

<u>Week5</u>
9/18 (Mon)
Lecture 2
Project stage 1: discovery/exploration
9/20 (Wed)
Project stage 1: discovery/exploration

<u>Week6</u>
9/25 (Mon)
Project stage 1: discovery/exploration
9/27 (Wed)
Project stage 1: discovery/exploration

<u>Week7</u>
10/2 (Mon)
Project stage 1: discovery/exploration critique
10/4 (Wed)
Project stage 1: discovery/exploration critique

<u>Week8</u>
10/9 (Mon)
Mid-point presentation/critique
10/11 (Wed)
Mid-point presentation/critique
Reading/viewing 3

<u>Week9</u>
10/16 (Mon)
Project stage 2: development
10/18 (Wed)
Project stage 2: development

<u>Week10</u>
10/23 (Mon)
Lecture 3
Project stage 2: development
10/25 (Wed)
Project stage 2: development

<u>Week11</u>
10/30 (Mon)
Project stage 2: development critique
11/1 (Wed)
Project stage 2: development critique
Reading/viewing 4

<u>Week12</u>
11/6 (Mon)
Project stage 3: iteration
11/8 (Wed)
Project stage 3: iteration

<u>Week13</u>
Project stage 3: iteration
critique
11/15 (Wed)
Final presentation/reflection

<u>Week14</u>
11/20 (Mon)
Final presentation/reflection
11/22 (Wed) Thanksgiving
No Class

<u>Week15</u>
11/27 (Mon)
Lecture 4 or guest lecture
Project stage 4: refinement
11/29 (Wed)
Project stage 4: refinement

<u>Week16</u>
12/4 (Mon)
final project due, course reflection
12/6 (Wed)
last day of class

[End]